

## **ABSTRACT OF THE DISCLOSURE**

**[0041]** A golf club head in accordance with the invention includes a front wall defining a forward striking face having an engineered texture thereon. The engineered texture includes a prescribed, regular pattern of discrete, geometric shapes spaced at least 0.1 mm apart from each other, each shape having a volume that is less than 0.0007 mm<sup>3</sup>. Preferred methods of manufacturing the engineered texture of the forward striking face include treating the face by chemical etching, precision micro-saw-cutting, and laser cutting. The engineered texture enhances the performance of the golf club head upon striking a golf ball, providing one or more of an increased high backspin, a lower launch angle, and a higher ball speed, as compared to a golf club head not incorporating such an engineered texture.